

Howard EcoWorks and the READY program



Economic Opportunity and Prosperity Taskforce

4/18/2018

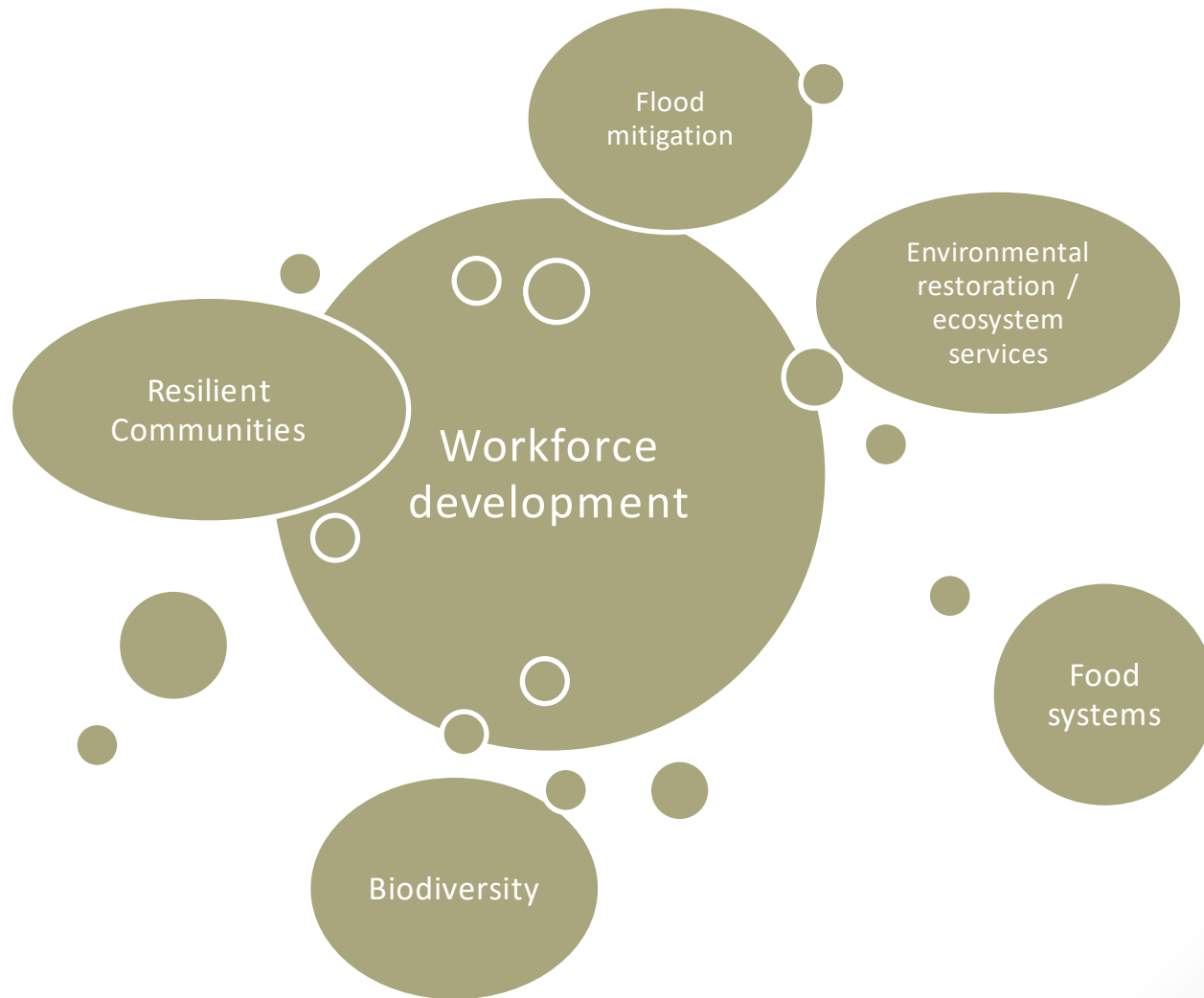
Lori Lilly, Executive Director

Mission & Vision

Mission - To empower an under-served workforce to respect and restore our natural systems for future generations.

Vision - To lead in developing innovative solutions, a skilled workforce and partnerships for resilient communities.

Achieving Multiple Benefits with Projects and Programs



Our Workforce

Restoring the Environment and Developing Youth



Detention Center In-Mates



Watershed Action Team (In Transition)



Volunteers



Environmental Improvements

Stormwater management & habitat restoration focus:

- Rain garden construction
- Rain garden maintenance
- Tree planting
- Stream restoration maintenance
- Forest conservation easement maintenance
- Stormwater management facility maintenance
- Debris management in streams
- Community outreach and education



EcoWorks Services

- Direct service to Howard County Government for maintenance of County stormwater management and open space
- Service to communities, neighborhoods and non-profits for *design/build/maintenance* of stormwater management and habitat projects
- Training and capacity building to workforce for design/build/maintenance of stormwater practices
- MS4 credit to County for our creditable construction projects
- Community outreach and engagement – community workshops and web-site as resources; Ellicott City as focal area
- Consultations / response to requests for assistance

READY Rain Gardens

Bethel Korean Church



Deering Woods Homeowner
Association

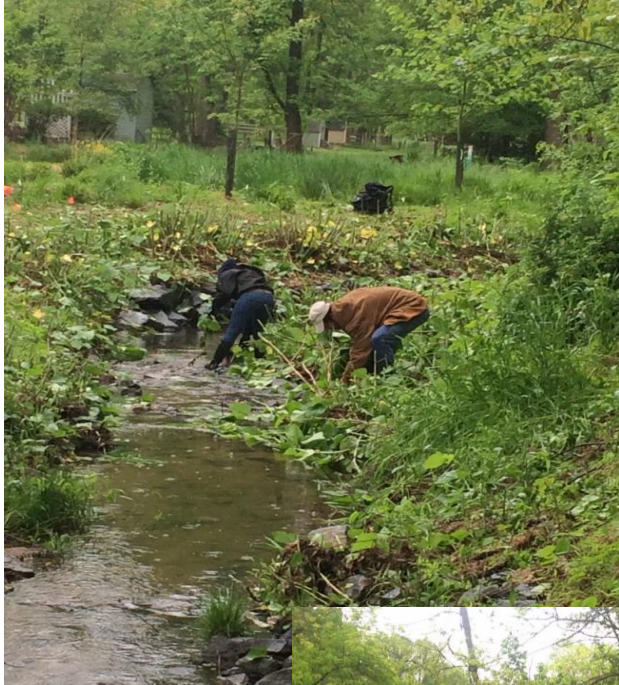


Gary Arthur Community Center



Stream Restoration Maintenance

- Helping to ensure function of the County's investment
- Invasive plant management
- Tree planting maintenance
- Tree shelter removal



Ellicott City Debris Maintenance Program



BMP Maintenance - Meadowbrook

Before



After



BMP Maintenance – Holiday Hills Park

Before



After



Traditional Metrics

Year	Impervious Area Treated (sf)	Total Area Treated (sf)	Number of Hires	Number of Gardens Built
2012	198,095	651,732	30	21
2013	97,133	378,668	44	25
2014	87,106	233,175	43	17
2015	70,529	238,435	44	19
2016	45,642	131,385	33	18
2017	31,516	126,628	19	6
<i>Total</i>	530,021 (12.2 acres)	1,660,023 (38.1 acres)	213	106

Lori joined
READY

More
maintenance

\$ ↓

\$ ↓

Howard
EcoWorks
established

Gardens got
bigger and more
complicated

Who Are READY Workers (2012-2016)?

- 100% Howard County residents
- 58% Caucasian, 29% African American, 9% Asian, 4% Latino
- 65% male, 35% female
- Predominantly from the Columbia area
- 43% with some college, 22% with a HS diploma, 17% with some High School, 6% with Bachelor's degree, 1% with Master's

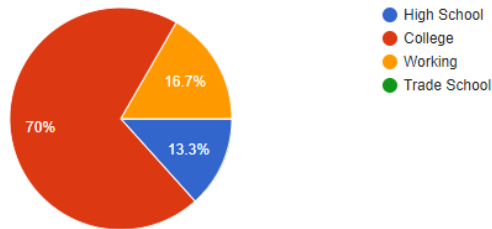


Post-READY Survey

All respondents

What did you do immediately after working for READY?

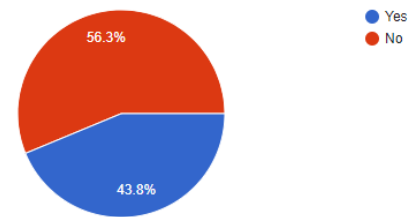
30 responses



College respondents

In your opinion, has working for READY influenced your educational and professional plans?

16 responses



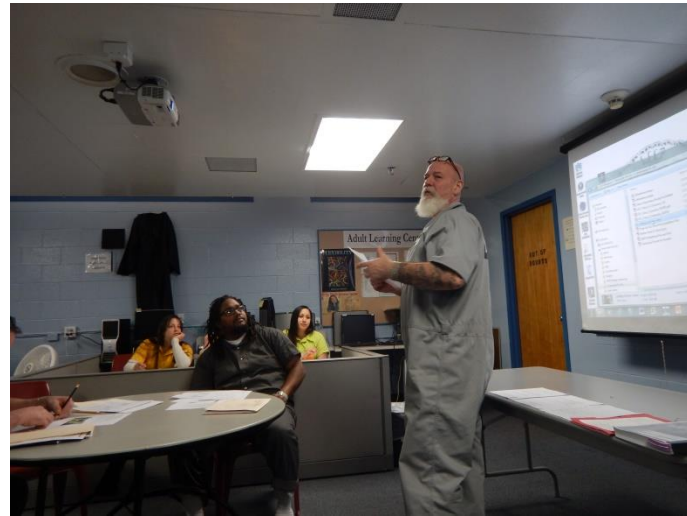
Corrections Department Native Plant Nursery – “Seeds of Change”

- Focus on sustainable gardening and landscaping – in practice / on-site and as a potential career path for in-mates
- In-mates receive reduced sentences for working with us
- In-mates spend time outside and get exercise
- Benefits of horticultural therapy



Landscapes for Life Training

Vocational training can reduce recidivism by up to 24%



Landscapes for Life

Small Chesapeake Bay Trust grant



The Green Infrastructure Industry

- “Green infrastructure” is a collection of natural lands, working landscapes, and appropriate constructed interventions that conserves ecosystem functions and provides benefits to human populations.
- Philadelphia, for example, is investing \$1.7 billion in public and private funds through 2036 to reduce stormwater pollution through green infrastructure.
- New York City has committed \$2.4 billion over the next 20 years.
- Green workforce represents 4-6% of total workforce in major cities with heavy GI programs / initiatives

Figure 2. The Green Infrastructure Workforce

Installation, Maintenance, and Inspection Occupations

Architecture and Engineering Occupations	
17-3025	Environmental Engineering Technicians
Life, Physical, and Social Science Occupations	
19-4093	Forest and Conservation Technicians
Building and Grounds Cleaning and Maintenance Occupations	
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers
37-3011	Landscaping and Groundskeeping Workers
37-3012	Pesticide Handlers, Sprayers, and Applicators, Vegetation
37-3013	Tree Trimmers and Pruners
Fishing, Farming, and Forestry Occupations	
45-1011	First-Line Supervisors of Farming, Fishing, and Forestry Workers
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse
45-4011	Forest and Conservation Workers
Construction and Extraction Occupations	
47-1011	First-Line Supervisors, Construction Trades and Extraction Workers
47-2051	Cement Masons and Concrete Finishers
47-2061	Construction Laborers
47-2071	Paving, Surfacing, and Tamping Equipment Operators
47-2073	Operating Engineers and other Construction Equipment Operators
47-2151	Pipelayers
47-2181	Roofers
47-3015	Helpers—Pipelayers, Plumbers, Pipefitters, and Steamfitters
47-3016	Helpers—Roofers
47-4011	Construction and Building Inspectors
47-4071	Septic Tank Servicers and Sewer Pipe Cleaners
47-4091	Segmental Pavers
47-5021	Earth Drillers, Except Oil and Gas
Installation, Maintenance, and Repair Occupations	
49-9012	Control and Valve Installers and Repairers, Minus Mechanical Door
49-9071	Maintenance and Repair Workers, General
49-9098	Helpers—Installation, Maintenance, and Repair Workers
Production Occupations	
51-8031	Water and Wastewater Treatment Plant and System Operators
Transportation and Materials Moving Occupations	
53-7032	Excavating and Loading Machine and Dragline Operators
53-7051	Industrial Truck and Tractor Operators
53-7062	Laborers and Freight, Stock, and Material Movers, Hand
53-7072	Pump Operators, Except Wellhead Pumps

Source: EMSI Analyst, 2016.3 data set. Note: Each occupation is listed by major occupational group and includes both the Standard Occupational Classification (SOC) code and the occupation title.

MD Nursery, Landscape & Greenhouse Association Industry Survey

Gross receipts were estimated at \$1.19 billion in 2012, expected to increase to \$1.30 billion in 2013

- Retail sales accounted for 25% of sales
- Landscape Installation and Maintenance accounted for 46% of sales
- Growers sales (both wholesale and retail) accounted for 29%

The industry employed 25,605 people

- 60% were employed full time (over 150 days per year)
- Average wage rate for both experienced and non-experienced laborers was \$10.80/hr

Factors limiting growth

- Financial Resources/Economy – The housing and general economy continue to make it difficult for the industry to grow
- Labor – quality and quantity
- Competition – likely made worse due to the weak economy

EcoWork's target for Green Infrastructure Jobs

- Landscaping
- Ecological restoration
- Stormwater management
- Nursery
- Park management



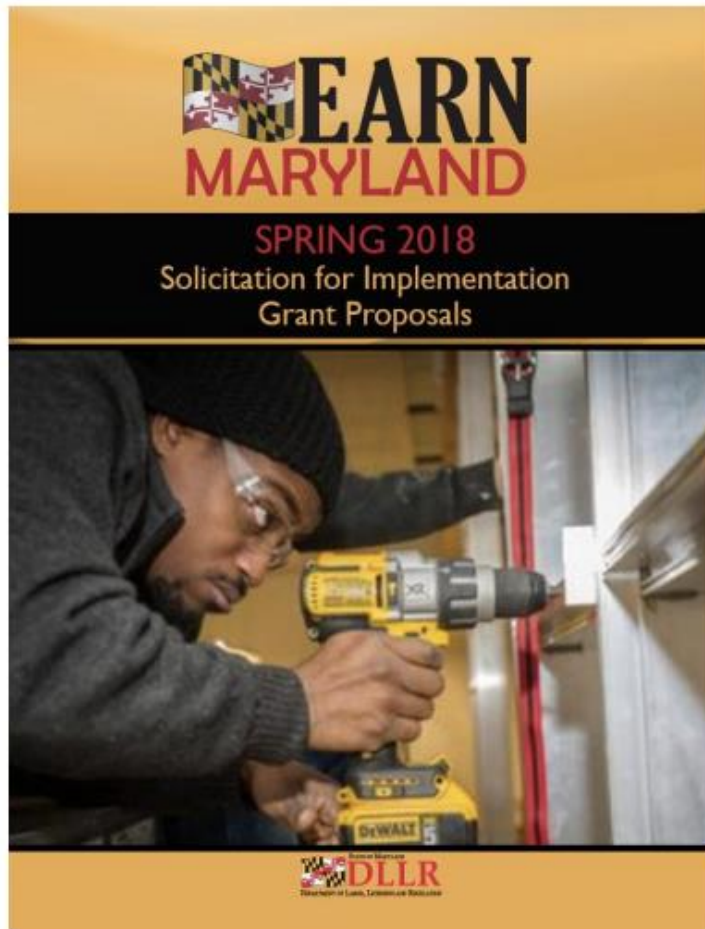
Certifications

- Existing certification programs include – Chesapeake Bay Landscaping Professional certification (Level 1 and 2), National Green Infrastructure Certification Program, Clean Water Certificate Program
- Value of certification is a question - “At present, GI certifications are typically operating in very small markets and have not achieved wide acceptance or driven demand for either GI or for certified GI workers,” a Harvard Law School study states.
- Cost and education requirements of these certification programs vary
- *EcoWorks is offering a new, pilot certification in 2018 - **CBLP-A***

Jobs for the Future key findings on GI-IMI workforce and job prospects

- “Given the overall entry-level nature of this work, green infrastructure can be an important target for workforce development, especially to increase opportunities for low-income, low-skilled workers currently underrepresented in the workforce” – *EcoWorks is altering our recruitment strategy to target under-served populations*
- “Employers of GI-IMI workers—whether private contractors or municipal departments—generally seek workers with the knowledge, skills, and aptitudes needed for success on traditional projects” – *EcoWorks will be strengthening soft-skills development in the coming year*

EARN MD Grants



- Purpose is to create industry-led partnerships to advance the skills of the State's workforce, grow the State's economy and increase sustainable employment for working families.
- Under the Hogan administration, the funding for EARN Maryland has doubled, with an added \$4 million for cyber and green training in FY18 and FY19. A recent study found that for every dollar the state invests in the program, an additional \$18.97 in economic activity is created.
- To achieve their goals, EARN Maryland requires the formation of Strategic Industry Partnerships.
- An eligible Strategic Industry Partnership must have at least 5 employers from the target industry

Thank you!



Are you
READY
to work?
to meet new friends?
to help the environment?

WE'RE HIRING!

- crew leaders
- asst crew leaders
- crew members



Restoring the Environment and Developing Youth (READY)
is a program working to create green jobs for young adults (16 to 25 years old) in Howard County while improving watershed health through the construction and maintenance of stormwater and habitat management projects.

READY members are trained in the design and installation of green stormwater practices such as rain gardens, maintenance of public and private installations, and stormwater assessment techniques. They receive job skills training and are exposed to local and regional environmental issues.

The requirements of READY are as follows:

- 1) Howard County residency
- 2) Must be between the ages of 16 & 25
- 3) Must be willing and able to work outside performing moderate physical labor.
- 4) Must have a good attitude and an interest in the environment.

**FOR FURTHER INFORMATION VISIT: WWW.HOWARDECOWORKS.ORG
OR CALL (443) 518-7668**

**7:00 AM TO 3:00 PM
JUNE 18TH
TO
AUGUST 17TH**